

REMARKS

In the Office Action dated September 20, 2007, the Examiner rejects claims 2 through 4, 7, 9, 11, 20, 21 and 24 as obvious under 35 U.S.C. 103(a) over U.S. Patent Publication No. 2005/0114484 to Wilson, et al. ("Wilson") in view of U.S. Patent Publication No. 2002/0016786 to Pitkow, et al. ("Pitkow") in view of U.S. Patent No. 7,028,027 to Zha, et al. ("Zha"). Claims 5 and 6 are rejected as obvious under 35 U.S.C. 103(a) over Wilson, Pitkow and Zha in view of U.S. Patent No. 6,941,321 to Schuetze ("Schuetze"). Claims 10, 14 and 15 stand rejected as obvious under 35 U.S.C. 103(a) over Wilson, Zha, Schuetze, and Pitkow. Claims 12 and 19 stand rejected as obvious under 35 U.S.C. 103(a) over Wilson, Zha and Pitkow in view of U.S. Patent No. 6,526,426 to Lakritz ("Lakritz"). Claims 17 and 18 stand rejected as obvious under 35 U.S.C. 103(a) over Wilson, Zha and Pitkow in view of U.S. Patent No. 6,285,999 to Page ("Page"). Finally, the Examiner asserts that claim 8 has similar limitations as to claims 2 through 7, 9 through 14, 14 through 15, 18 through 21 and 24 and is therefore rejected under the same rationale.

Claims 2 though 12, 14, 15, 17 through 21, and 24 are currently pending in the present application, with claim 24 being an independent claim. Applicants respectfully traverse the Examiner's rejections and request reconsideration and withdrawal of the rejections in view of the following remarks submitted herewith.

Independent claim 24 is directed toward a method of determining a countrytag for a website on a network. The method of independent claim 24 comprises identifying a set of country hosts for a plurality of websites, where each country host has a country-related domain, assigning a countrytag to each country host that corresponds to

the country-related domain for the respective country host. The method of independent claim 1 further comprises identifying a set of global hosts for a plurality of websites, where each global host does not have a country-related domain, and analyzing one or more inlinks to at least one global host from the set of global hosts to determine a countrytag for the at least one global host. An augmented set of hosts is produced that includes the set of country hosts, the at least one global host, and the corresponding countrytags for each country host and the at least one global host. The method further comprises summing unique inlinking hosts and outlinking hosts in the augmented set and analyzing inlinks to the augmented set of hosts to assign a countrytag to a global host when three tests are true. According to independent claim 24, the three tests comprise determining if (i) there are more than a first predetermined percentage of unique inlinking hosts from the same country code top-level domain, (ii) a particular country code top-level domain accounts for more than a second predetermined percentage of the non-global unique inlinking hosts, and (iii) the number of inlinking hosts from a particular country is more than a predetermined threshold value.

In the previous Response to Office Action filed on July 25, 2007, the Applicants asserted that Examiner had acknowledged in the Final Office Action of June 7, 2006 that neither Wilson nor Schuetze, either alone or in combination, teach or suggest the claim elements of “analyzing inlinks to the augmented set of hosts to assign a countrytag to a global host when all of the following three tests are true: there are more than a first predetermined percentage of unique inlinking hosts from the same country code top-level domain, a particular country code top-level domain accounts for more than a second predetermined percentage of the non-global unique inlinking hosts, and the

number of inlinking hosts from a particular country is more than a predetermined threshold value.” The Examiner asserted that Pitkow teaches these claim elements, to which the Applicants disagreed, asserting that Pitkow discusses a popularity threshold for a specific document as an indicator of the quality of information to be found in the document (Pitkow ¶ 55), which is unrelated to analyzing inlinks to the augmented set of hosts as is presently claimed. Additionally, Applicants asserted that there is no motivation to combine Wilson and Zha with Pitkow.

In the present Office Action, the Examiner responds to Applicants’ arguments by asserting that Zha teaches the claim elements of “analyzing inlinks to the augmented set of hosts to assign a countrytag to a global host when all of the following three tests are true: there are more than a first predetermined percentage of unique inlinking hosts from the same country code top-level domain, a particular country code top-level domain accounts for more than a second predetermined percentage of the non-global unique inlinking hosts, and the number of inlinking hosts from a particular country is more than a predetermined threshold value.”

Zha discusses a method and apparatus for associating documents with classification values and ranking documents based on classification weights. (Zha, Abstract). More specifically, Zha discusses a method for associating a particular host with one or more regions, which includes determining a signal relative to a particular host, where a signal is a measurement for a region of the extent to which the particular host is related, to that region based on the number of links between the particular host and other hosts in that region. (Zha, Col. 8, ll. 8-28 and Col. 9, ll. 25-29). A determination is then made as to whether a signal is significant based upon a numeric threshold.

The method that Zha discusses, however, fails to teach or suggest all of the claim elements associated with “analyzing inlinks to the augmented set of hosts to assign a countrytag to a global host when all of the following three tests are true: . . .”, specifically the claimed test that “a particular country code top-level domain accounts for more than a second predetermined percentage of the non-global unique inlinking hosts”. At best, the method discussed in Zha involves the determination as to whether the number of inlinks and outlinks to a particular host meets a threshold value. The discussion may be akin to the third test of the claimed element for analyzing inlinks to the augmented set of hosts to assign a countrytag to a global host, specifically that “the number of inlinking hosts from a particular country is more than a predetermined threshold value”, but fails to teach or suggest the second test associated with the claimed element of determining that “a particular country code top-level domain accounts for more than a second predetermined percentage of the non-global unique inlinking hosts”. The determination as to the particular country code top-level domain under the second test requires a determination of the particular country code top-level domain with respect to the all of the non-global unique inlinking hosts, which Zha’s signal determination fails to accomplish. Accordingly, Applicants assert that all of the claim elements of independent claim 24 is neither taught nor suggested by Wilson, Zha or Pitkow, either alone or in combination, and respectfully request withdrawal of the rejection regarding the same.

The dependent claims of the present application contain additional features that further substantially distinguish the invention of the present application over the art of record. Given the Applicants’ position regarding the patentability of the


independent claim, however, it is not deemed necessary at this point to delineate such distinctions.

For at least all of the above reasons, Applicants respectfully request that the Examiner withdraw all rejections and objections, and allowance of all the pending claims is respectfully solicited. To expedite prosecution of this application to allowance, the examiner is invited to call the Applicants' undersigned representative to discuss any issues relating to this application.

Dated: January 22, 2008

THIS CORRESPONDENCE IS BEING SUBMITTED
ELECTRONICALLY THROUGH THE PATENT AND
TRADEMARK OFFICE EFS FILING SYSTEM ON
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Respectfully submitted,



Jeanpierre Giuliano, Reg. No. 55,206

DREIER LLP

499 Park Ave.

New York, New York 10022

Tel : (212) 328-6100

Fax: (212) 328-6101

Customer No. 61834